
EXECUTIVE SUMMARY

Strategic and results-driven creative leader with over 20 years of experience in branding, marketing, and design direction. Adept at bridging business objectives with innovative design solutions, leading cross-functional teams, and driving digital transformation. A trusted advisor to executives, skilled in elevating corporate identity, streamlining UX/UI experiences, and developing integrated marketing strategies that drive engagement and revenue growth

EXPERIENCE**COMMUNICATIONS LIAISON****Idaho National Laboratory (INL) | Materials and Fuels Complex (MFC)**

Jan 2024 - Present

- Led the redesign of MFC's internal SharePoint and external WordPress sites, improving usability and accessibility.
- Developed a strategic roadmap for INL.gov, aligning content with institutional goals to enhance brand positioning.
- Partnered with executive leadership to refine digital messaging and strengthen public engagement.
- Supported the photography department in developing visual storytelling assets for outreach initiatives

DIRECTOR OF MARKETING AND ADVERTISING**Pure Adrenaline Motorsports**

Mar 2022 - Present | Rexburg, ID

- Spearheaded a comprehensive brand strategy, increasing revenue by 20% and customer engagement by 40%.
- Led data-driven marketing campaigns across digital, social, and experiential platforms.

CONSULTANT - ART/MARKETING DIRECTOR**Digicomdesigns.com**

2001 - Present | Remote

- Provided strategic brand consulting for B2B and corporate clients, increasing market presence and revenue.
- Directed large-scale design initiatives across digital, print, and experiential platforms.
- Advised executive teams on marketing strategies, UX/UI improvements, and digital transformations.

MARKETING/ADVERTISING MANAGER**Qal-Tek Associates**

Feb 2020 - Jan 2022 | Idaho Falls, ID

- Developed a corporate communication framework, translating technical data into compelling content.
- Implemented a multi-channel marketing strategy that positioned Qal-Tek as an industry leader.

SR. GRAPHIC DESIGNER II**Melaleuca Inc.**

Jan 2018 - Jan 2020 | Idaho Falls, ID

- Revamped creative strategy, leading campaigns that increased customer engagement.
- Collaborated with executives to refine UX/UI strategies, enhancing customer experience.

ART DIRECTOR**Scosche Industries, Inc.**

Nov 2014 - Jun 2017 | Oxnard, CA

- Transformed brand identity through high-impact marketing campaigns with global reach.
- Managed product marketing strategies that expanded retail presence and consumer engagement.

CREATIVE DEPARTMENT DIRECTOR**Logomark, Inc**

Jul 2006 - Feb 2009 | Tustin CA

- Developed comprehensive marketing strategies, boosting sales and brand recognition.
- Led creative teams in award-winning campaigns that enhanced product desirability.

MARKETING DIRECTOR/ OFFICE MANAGER**SRP Computer Solutions, Inc.**

Mar 2003 - Jun 2006 | Placentia CA

- Graphic designer in-house for company branding support, website and HTML based applications.
- Office management, accounts payable and receivable, scheduling.

Additional experience can be furnished upon request.

EDUCATION**BACHELOR OF SCIENCE** - Graphic Design

Art Institute of California Orange County, CA

2001

SKILLS

- Brand Strategy & Positioning
- Executive Communication & Stakeholder Engagement
- UX/UI & Web Design
- Marketing & Digital Transformation
- Creative Direction & Team Leadership
- Corporate Identity & Messaging Strategy
- Multi-Channel Campaign Development
- Business Analysis & Problem Solving